

# STAFF REPORT TO COUNCIL

1100 Patricia Blvd. | Prince George, BC, Canada V2L 3V9 | [www.princegeorge.ca](http://www.princegeorge.ca)

**DATE:** April 24, 2023

**TO:** MAYOR AND COUNCIL

**NAME AND TITLE:** Andy Beesley, Director of Civic Facilities and Events

**SUBJECT:** BC Fairs Festivals and Events Fund Grant to City of Prince George

**ATTACHMENT(S):** None

## RECOMMENDATION(S):

That Council AUTHORIZES the Director of Civic Facilities and Events to sign an agreement to accept a grant of \$69,400 from the BC Fairs Festivals and Events Fund as detailed in the report dated April 24, 2023 from the Director of Civic Facilities and Events titled "BC Fairs Festivals and Events Fund Grant to City of Prince George."

## PURPOSE:

Administration is seeking Council approval to sign an agreement with the Province of British Columbia to accept a grant of \$69,400. This grant goes directly to the City of Prince George, and will offset the expenses related to the music festival scheduled for August 11 – 13, 2023 at Exhibition Park.

## BACKGROUND:

In March 2023, CN Centre staff applied for a grant to support this summer's Cariboo Rocks the North concert, through the BC Fairs, Festivals, and Events Fund. This Fund was established in 2023 to support events across the Province. The Province is concerned about various BC festivals and events cancelling, and offered \$30 million in one-time grants to eligible events.

Inflation is impacting nearly every aspect of events. Increased costs are affecting production equipment (staging, sound and lights); wages for security, set up crews, and first aid staff; advertising; signage; food and beverage for the artists; etc. This grant will assist in supporting the rising operational costs of this summer's festival, an event that brings in thousands of tourism dollars to our community.

The City was successful in our one-time grant application, and was awarded \$69,400.

Specifically, this grant funding will be used exclusively to offset the City's expenses portion for putting on this event, and is completely separate from any and all sponsorship arrangements.

In accordance with the Ministry of Tourism, Arts, Culture and Sport's Recognition Guidelines, where appropriate, the City will acknowledge receiving financial support from the Province on all materials and social media relating to the music festival.

**STRATEGIC PRIORITIES:**

This grant supports Council Strategic Priorities of maximizing the quality of life for all residents, along with marketing Prince George as a place to invest, live and visit.

**FINANCIAL CONSIDERATIONS:**

The grant of \$69,400 will be used specifically to offset the expenses incurred by the CN Centre – City of PG to host this summer's Cariboo Rocks the North Festival. This grant does not affect or apply to any sponsorship or other revenue.

**SUMMARY AND CONCLUSION:**

As recognized by the BC Government and being experienced locally, challenges remain in the entertainment industry and the purpose of this grant is to ensure the financial viability of hosting this coming summer's Festival at Exhibition Park. Council's approval will allow Administration to sign the grant agreement with the Province of BC.

**RESPECTFULLY SUBMITTED:**

Andy Beesley, Director, Civic Facilities and Events

**APPROVED:**

Walter Babicz, City Manager

2023/04/24